

## AMENDMENTS TO THE CLAIMS

1. (CURRENTLY AMENDED) A method for adjusting a price of at least one of a plurality of products, comprising:

providing an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

providing an indication of an available price adjustment;

~~providing, via~~ determining, by a controller device in electronic communication with at least one customer device, ~~an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with a subsidizer that is neither the customer nor the at least one merchant and is not a direct party to the first transaction~~ and the qualifying action concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction;

providing, by the controller device, an indication of the subsidy offer associated with said price adjustment;

receiving an acceptance of the subsidy offer; and

providing the price adjustment to the customer for the purchase of at least one of the plurality of products in the first transaction.

2.-3. (CANCELLED)

4. (ORIGINAL) The method of claim 1, wherein said providing an indication of an initial price for each of said plurality of products and a price adjustment occurs after said providing an indication of a subsidy offer.

5.-7. (CANCELLED)

8. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising, prior to providing the price adjustment for at least one of said plurality of products, receiving an indication of a completion of said qualifying action.

9. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising, prior to providing the price adjustment for at least one of said plurality of products, receiving an indication of a commitment to complete said qualifying action.

10-12. (CANCELLED)

13. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising, prior to providing the price adjustment to the customer, verifying completion of said qualifying action.

14. (CANCELLED)

15. (ORIGINAL) The method of claim 1, further comprising:  
adjusting a second price of at least one of said plurality of products if said qualifying action is not completed.

16. (ORIGINAL) The method of claim 1, further comprising:  
adjusting a second price of at least one of said plurality of products if an indication of a completion of said qualifying action is not received within a predetermined period of time.

17. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

providing an indication of a record of a second price of at least one of said plurality of products.

18. (PREVIOUSLY PRESENTED) The method of claim 17, wherein said record is provided to at least one of the following:

- the at least one merchant;
- a merchant device;
- the customer;
- a customer device;
- the subsidizer; and
- a subsidizer device.

19. (ORIGINAL) The method of claim 17, further comprising:  
verifying accuracy of said record.

20. (ORIGINAL) The method of claim 17, wherein said record includes an electronic signal.

21. (ORIGINAL) The method of claim 17, wherein said record is in electronic format.

22. (ORIGINAL) The method of claim 17, wherein said record is provided in tangible form.

23. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

receiving an indication of a record from the at least one merchant regarding at least one of said plurality of products.

24. (ORIGINAL) The method of claim 23, further comprising:  
verifying accuracy of said record.

25. (PREVIOUSLY PRESENTED) The method of claim 24, wherein said verifying accuracy of said record includes comparing a price for a product identified in said record with a second price of a product from said plurality of products.

26.-27. (CANCELLED)

28. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the at least one merchant is a restaurant.

29. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

providing to the at least one merchant an indication of an acceptance of said subsidy offer.

30. (ORIGINAL) The method of claim 1, wherein at least one of said plurality of products is provided by a restaurant.

31. (ORIGINAL) The method of claim 1, further comprising:  
receiving a customer identifier.

32. (ORIGINAL) The method of claim 31, further comprising at least one  
of the following:  
receiving a merchant identifier associated with said customer identifier; and  
receiving a payment identifier associated with said customer identifier.

33. (ORIGINAL) The method of claim 1, further comprising:  
providing an indication of a second price associated with at least one of said  
plurality of products.

34. (ORIGINAL) The method of claim 1, further comprising:  
providing an indication of an adjustment amount.

35. (CANCELLED)

36. (PREVIOUSLY PRESENTED) The method of claim 34, wherein said  
indication of an adjustment amount is provided to at least one of the following:  
the at least one merchant;  
a merchant device;  
the subsidizer;  
a subsidizer device;  
the customer; or  
a customer device.

37. (ORIGINAL) The method of claim 34, further comprising receiving an indication of an allocation of said adjustment amount to at least one of said plurality of products.

38. (CANCELLED)

39. (ORIGINAL) The method of claim 1, further comprising: allocating an adjustment amount to at least one of said plurality of products.

40. (ORIGINAL) The method of claim 1, further comprising: determining an adjustment amount.

41. (ORIGINAL) The method of claim 1, further comprising: receiving an indication of a group of products prior to said providing an indication of a plurality of products.

42. (PREVIOUSLY PRESENTED) The method of claim 41, wherein said indication is received from:

- the at least one merchant;
- a merchant device;
- the customer;
- a customer device;
- the subsidizer; or
- a subsidizer device.

43. (ORIGINAL) The method of claim 41, wherein said group of products is a subset of said plurality of products.

44. (ORIGINAL) The method of claim 41, wherein said plurality of products is a subset of said group of products.

45. (ORIGINAL) The method of claim 1, further comprising:  
receiving an indication of a subsidization of a lowering of an initial price for at least one of said plurality of products.

46. (ORIGINAL) The method of claim 1, wherein said indication of a plurality of products includes an indication of an initial price for at least one of said plurality of products.

47. (ORIGINAL) The method of claim 1, wherein said indication of a plurality of products includes an indication of an initial price for each of said plurality of products.

48. (ORIGINAL) The method of claim 1, further comprising:  
providing an indication of an initial price for at least one of said plurality of products.

49. (ORIGINAL) The method of claim 1, further comprising:  
providing an indication of an initial price for each of said plurality of products.

50. (ORIGINAL) The method of claim 1, further comprising:  
receiving an indication of said price adjustment.

51. (PREVIOUSLY PRESENTED) The method of claim 50, wherein said indication of said price adjustment is received from at least one of the following prior to said sending an indication of an available price adjustment:

the subsidizer;  
a subsidizer device;  
the at least one merchant; or  
a merchant device.

52. (ORIGINAL) The method of claim 1, further comprising:  
determining a subsidization amount.

53. (PREVIOUSLY PRESENTED) The method of claim 52, in which determining a subsidization amount includes receiving an indication from the subsidizer establishing said subsidization amount.

54. (ORIGINAL) The method of claim 52, further comprising:  
determining said price adjustment, wherein said price adjustment is less than or equal to said subsidization amount.

55. (ORIGINAL) The method of claim 52, further comprising:  
allocating said subsidization amount across a plurality of price adjustments.

56. (CURRENTLY AMENDED) A method for adjusting a total price for a plurality of products, comprising:

providing an indication of a plurality of products, wherein the plurality of products are associated with at least one merchant;

providing an indication of an initial total price of said plurality of products and a price adjustment;

~~providing, via~~ determining, by a controller device in electronic communication with at least one customer device, ~~an indication of~~ a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment on a purchase of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~, and the qualifying action concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction;

providing, by the controller device, an indication of the subsidy offer associated with said price adjustment; and

adjusting said initial total price for purchase of said plurality of products by said price adjustment.

57. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of an acceptance of said subsidy offer.

58. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of a completion of said qualifying action.

59. (ORIGINAL) The method of claim 56, wherein said adjusting said initial total price occurs after receiving an indication of a commitment to complete said qualifying action.

60. (CURRENTLY AMENDED) A method for adjusting a price for each of a plurality of products, comprising:

providing an indication of a plurality of products, wherein the plurality of products are associated with at least one merchant;

providing an indication of an initial price for each of said plurality of products and a corresponding price adjustment for each of said plurality of products;

~~providing, via~~ determining, by a controller device in electronic communication with at least one customer device, ~~an indication of~~ a subsidy offer associated with said plurality of products, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~ and the qualifying action concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction;

providing, by the controller device, an indication of the subsidy offer associated with said plurality of products; and

adjusting said initial price for at least one of said plurality of products by its corresponding price adjustment.

61. (ORIGINAL) The method of claim 60, wherein said adjusting said initial price for at least one of said plurality of products occurs after receiving an indication of an acceptance of said subsidy offer.

62. (ORIGINAL) The method of claim 60, wherein said adjusting said initial price for at least one of said plurality of products occurs after receiving an indication of a completion of said qualifying action.

63. (ORIGINAL) The method of claim 60, further comprising:  
receiving a request for information regarding a selection of products.

64. (ORIGINAL) The method of claim 63, wherein said plurality of products is a subset of said selection of products.

65.-68. (CANCELLED)

69. (CURRENTLY AMENDED) A method for adjusting prices of one or more items available at a restaurant, comprising:

receiving, via a wireless device, a request of from a customer utilizing a  
~~wireless device~~ for a list of items associated with a restaurant;

providing, via determining, by a controller device in electronic  
communication with at least one customer device, ~~an indication of~~ said list,  
wherein said list includes a plurality of items available from said restaurant, each  
of said plurality of items having an associated initial price and an associated price  
adjustment available upon completion of a qualifying action that the customer must  
agree to perform to receive the price adjustment on a purchase of the respective  
item in a first transaction, wherein the qualifying action is associated with a third

party entity that is neither the customer nor the restaurant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the third party entity in a second transaction that is not the first transaction;

providing, by the controller device to the wireless device, an indication of said list;

receiving an indication of a commitment from the customer to complete said qualifying action; and

adjusting the associated initial price on a purchase in the first transaction of at least one of said plurality of items by its respective price adjustment.

70. (ORIGINAL) The method of claim 69, wherein said list of items comprises a menu.

71. (CURRENTLY AMENDED) A method for adjusting a price of at least one item available at a restaurant, comprising:

receiving, via a wireless device, a request of from a customer utilizing a  
~~wireless device~~ in a restaurant for a plurality of items associated with the restaurant;

providing an indication of said plurality of items, each of said plurality of items having an associated initial price;

providing, via determining, by a controller device in electronic  
communication with at least one merchant device, ~~an indication of~~ a plurality of qualifying actions associated with said plurality of items, each of said qualifying actions having an associated price adjustment and an action that the customer must agree to perform to receive a price adjustment on a purchase from the restaurant of at least one of the plurality of items in a first transaction, wherein each qualifying action is associated with a third party entity that is neither the customer nor the

restaurant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the third party entity in a second transaction that is not the first transaction;

providing, by the controller device to the wireless device, an indication of the plurality of qualifying actions associated with said plurality of items;

receiving an indication of a selected one of said plurality of qualifying actions;

determining, by the controller device, an adjusted price for at least one of said plurality of items using said price adjustment associated with said at least one of said plurality of qualifying actions; and

providing an indication of said adjusted price for at least one of said plurality of items.

72. (ORIGINAL) The method of claim 71, further comprising:  
receiving a verification request.

73. (ORIGINAL) The method of claim 72, wherein said verification request includes at least one item and a price associated with said at least one item.

74. (ORIGINAL) The method of claim 73, further comprising:  
verifying accuracy of said price associated with said at least one item in said verification request.

75. (CURRENTLY AMENDED) A method for adjusting prices of at least one item available at a restaurant, comprising:

~~receiving, via wireless device, a request from~~ of a customer ~~utilizing a wireless device~~ in a restaurant for a menu of items associated with ~~[[a]]~~ the restaurant;

~~providing, via~~ determining, by a controller device in electronic communication with at least one customer device, an indication of said menu, wherein said indication includes an item available from said restaurant, said item having an associated initial price and an associated price adjustment available upon completion of a qualifying action that the customer must agree to perform to receive the price adjustment on a purchase from the restaurant of the item in a first transaction, wherein the qualifying action is associated with a third party entity that is neither the customer nor the restaurant ~~and is not a direct party to the first transaction~~ and concerns a purchase by the customer of a product of the third party entity in a second transaction that is not the first transaction;

providing, via a controller in electronic communication with at least one customer device, the indication of said menu;

receiving an indication of a commitment from the customer to complete said qualifying action; and

determining a second price for said item using said price adjustment.

76. – 80. (CANCELLED)

81. (CURRENTLY AMENDED) A method for adjusting prices of one or more items available at a restaurant, comprising:

providing a request from a wireless device for a list of items associated with a restaurant;

~~receiving~~ generating, via a controller in electronic communication with at least one wireless device, an indication of said list, wherein said list includes a plurality of items available from said restaurant, each of said plurality of items having an associated initial price and an associated price adjustment on a purchase from the restaurant of the item in a first transaction, available upon completion of a qualifying action, wherein the qualifying action is associated with a third party entity that is not the restaurant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the third party entity in a second transaction that is not the first transaction;

providing an indication of a commitment to complete said qualifying action;  
and

receiving an indication of an adjustment of at least one of said plurality of item's initial price by its respective price adjustment.

82.-91 (CANCELLED)

92. (CURRENTLY AMENDED) A system for adjusting the price of at least one product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

provide an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

provide an indication of a price adjustment;

provide an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that the customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction; and

determine a second price for purchase of at least one of said plurality of products in the first transaction.

93. (CURRENTLY AMENDED) A computer readable medium for use in a pricing system, the computer readable medium storing a computer program comprising:

computer readable means for sending an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

computer readable means for sending an indication of a price adjustment;

computer readable means for sending an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that the customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction;

computer readable means for establishing a second price for purchase of at least one of said plurality of products in the first transaction.

94. (CURRENTLY AMENDED) An article of manufacture, comprising:  
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

provide an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;

provide an indication of a price adjustment;

provide an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction; and

determine a second price for purchase of at least one of said plurality of products in the first transaction.

95. (CURRENTLY AMENDED) An apparatus, comprising:

- means for sending an indication of a plurality of products, each of said plurality of products having an initial price and being associated with at least one merchant;
- means for sending an indication of a price adjustment;
- means for sending an indication of a subsidy offer associated with said price adjustment, said subsidy offer including at least one qualifying action that a customer must agree to perform to receive the price adjustment on a purchase of at least one of the plurality of products in a first transaction, wherein the subsidy offer is associated with at least one subsidizer that is neither the customer nor the at least one merchant ~~and is not a direct party to the first transaction~~ and concerns a purchase of a product of the subsidizer in a second transaction that is not the first transaction; and
- means for establishing a second price for purchase of at least one of said plurality of products in the first transaction.

96. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

97. (PREVIOUSLY PRESENTED) The method of claim 56, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

98. (PREVIOUSLY PRESENTED) The method of claim 60, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

99. (PREVIOUSLY PRESENTED) The method of claim 69, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

100. (PREVIOUSLY PRESENTED) The method of claim 71, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

101. (PREVIOUSLY PRESENTED) The method of claim 75, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

102. (PREVIOUSLY PRESENTED) The method of claim 81, wherein the third party entity comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

103. (PREVIOUSLY PRESENTED) The system of claim 92, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

104. (PREVIOUSLY PRESENTED) The computer readable medium of claim 93, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

105. (PREVIOUSLY PRESENTED) The article of manufacture of claim 94, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.

106. (PREVIOUSLY PRESENTED) The apparatus of claim 95, wherein the at least one merchant is a restaurant, and the subsidizer comprises at least one of an automobile dealership, a mortgage brokerage company, an investment company, an insurance company, a taxi service, a retailer, a department store, a magazine subscription company, a credit card provider, a telephone service provider or an internet service provider.